GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6103
ANSWERED ON:05.05.2000
ASSESSMENT OF VIEWERS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is overall increase in the viewers of DDI during 1999-2000;

(b) if so, the comparative figure of viewers in regard to channels like Zee TV and Sony TV and DDI;

(c) whether it is a fact that DD is likely to increase its advertisement rates keeping in view its increased viewers;

(d) if so, the details thereof and extend to which these are likely to be increased;

(e) the total revenue generated by DDI through advertisement during the last two years and percentage increase thereof; and

(f) the criteria adopted by DD to assess its viewers?

Answer

The Minister of State of the Ministry of Information & Broadcasting & Minister of State of the Department of Disinvestment

(Shri Arun Jaitley)

(a): Yes Sir. Recent survey (during Oct.24 to Nov.27 1999) done by Television Audience Measurements (TAM) through ` People Meters` in 27 towns indicates that Doordarshan is far ahead of private channels in terms of viewership. The TAM measurements also indicate that the overall viewership of Doordarshan channel DD-I has increased by 26% between June 1999 and January, 2000.

(b): Details as per TAM study mentioned above are as under:

Channels	Minutes of daily viewership
DD-1	54
ZEE	7
STAR PLUS	2
SONY	7
SUN TV	8

(c) : Prasar Bharati have intimated that presently there is no such proposal.

(d) : Does not arise

(e) The total commercial revenue earned by the national network during 1998-99 and 1999-2000 was Rs. 211.55 crores and 317.50 crores respectively. The increase was approx 50.08%.

(f) : Doordarshan has its own system known as DART for getting comparative rating of its programmes . However, to know changes in viewership over periods of time ,Doordarshan monitors data from TAM system (Television Audience Measurement system) which now covers 27 cities of the country.